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4	Los Angeles, CA 90067-3120 Telephone: (310) 312-2000	
5	Facsimile: (310) 312-3100	
6	MARISSA B. LEWIS (pro hac vice pending)	
7	mbl@msk.com MITCHELL SILBERBERG & KNUPP LLP	
8	437 Madison Ave., 25th Floor New York, NY 10022	
9	Telephone: (212) 509-3900 Facsimile: (212) 509-7239	
10	Attorneys for Plaintiff	
11	Licensing IP International S.A R.L.	
12	UNITED STATES	DISTRICT COURT
13	NORTHERN DISTR	ICT OF CALIFORNIA
14	SAN FRANCI	SCO DIVISION
15	LICENSING IP INTERNATIONAL S.Á R.L.,	CASE NO. 3:24-CV-02800
16	Plaintiff,	IN REM COMPLAINT FOR TRANSFER OF DOMAIN NAMES FOR VIOLATION
17	v.	OF THE ANTI-CYBERSQUATTING CONSUMER PROTECTION ACT
18	MYDIRTYHOBBY.TO, a domain name; MDH.TO, a domain name; WATCHMDH.TO,	CONSCINENTIAGEETTON NET
19	a domain name; and DOES 1-10, inclusive,	
20	Defendants.	
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27		
28		CASE NO 3:24-cy-0280
		CASE NO 3:74-cv-0780

IN REM COMPLAINT FOR TRANSFER OF DOMAIN NAMES

Mitchell Silberberg & Knupp LLP 16451558 1
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Plaintiff Licensing IP International S.à r.l. ("Plaintiff"), by and through its attorneys of record, complains and alleges against the domain names <mydirtyhobby.to>, <mdh.to>, <watchmdh.to>, and Does 1-10 (collectively, "Defendants") as follows:

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of business in Luxembourg.

NATURE OF THE CASE

the bad-faith registration and use of the Disputed Domain Names, which are confusingly similar to

the MDH® Trademarks and are used in conjunction with websites that prominently feature the

MDH® Trademarks and distribute the same or similar adult entertainment content as distributed on

Names. Specifically, Plaintiff seeks an Order from this Court requiring the domain name registrar

PARTIES

(private limited liability company) organized under the laws of Luxembourg, with its principal place

"Disputed Domain Names") are ".to" domain names registered through the Kingdom of Tonga's

domain name registrar and/or registry service, namely, Tonga Network Information Center a/k/a

Tonic (the "Tonga Registrar"), which is located in this District. The Tonga Registrar administers

and controls all domain names with the top-level domain suffix ".to," including the Disputed

Domain Names, and identifies its California consulate located in Burlingame, California as its

This is an *in rem* action for cybersquatting under the Anti-Cybersquatting Consumer

Plaintiff's valuable trademark rights in the distinctive and federally-registered

Accordingly, Plaintiff files this action to obtain ownership of the Disputed Domain

Plaintiff Licensing IP International S.à r.l. is a société à responsabilité limitée

Defendants <mydirtyhobby.to>, <mdh.to>, and <watchmdh.to> (collectively, the

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Protection Act, 15 U.S.C. § 1125(d) ("ACPA"), filed in this District pursuant to 15 U.S.C. § 1125(d)(2)(C) in that the registrar and/or registry operator for each of the Disputed Domain Names

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(as defined in Paragraph 5 below) is situated in this District.

Plaintiff's MDH Website (as defined in Paragraph 12 below).

and/or registry operator to transfer the Disputed Domain Names to Plaintiff.

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10 MDH® Trademarks (as defined in Paragraph 13 below) have been deliberately infringed through

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¹ See http://tonic.to.

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administrative contact. Attached hereto as **Exhibit A** is a true and correct printout of the "Delegation Record for .TO," available at https://www.iana.org/domains/root/db/to.html, providing contact information for the Tonga Registrar. The Tonga Registrar has indicated in a recent filing with the California Secretary of State that it maintains a principal place of business in Tiburon, California and it lists an address in San Quentin, California on its website.²

6. Does 1 through 10, inclusive (collectively, the "Doe Defendants"), are the persons and/or entities that registered, own, and/or license the Disputed Domain Names. Plaintiff is informed and believes, and on that basis alleges, that the Doe Defendants are legally responsible in some capacity for the acts alleged in this Complaint and have proximately caused the alleged damages and injuries to Plaintiff. The Tonga Registrar keeps from public view all information concerning the actual identity of registrants of ".to" domain names. Thus, the true identities and capacities of the Doe Defendants presently are unknown to Plaintiff. In the event such information is ascertained by Plaintiff through further investigation subsequent to the filing of this Complaint, Plaintiff will seek leave from this Court to amend this Complaint accordingly.

JURISDICTION AND VENUE

- 7. This is a civil action for cybersquatting in violation of the federal Anti-Cybersquatting Consumer Protection Act, 15 U.S.C. § 1125(d).
- 8. This Court has original jurisdiction over the subject matter of this action pursuant to 15 U.S.C. § 1121 and 28 U.S.C. §§ 1331 and 1338.
- 9. This Court has *in rem* jurisdiction over the Disputed Domain Names pursuant to 15 U.S.C. § 1125(d)(2)(C) because the Disputed Domain Names form the primary property that is the subject of this action and are deemed to be located in the judicial district where the domain name registry is located. As set forth above, the Disputed Domain Names are registered with the Tonga Registrar, which is located in this District.
- 10. Venue is proper in this District pursuant to 28 U.S.C. § 1391(c) in that the registrar and/or registry service for each of the Disputed Domain Names is situated in this judicial district, and the property that is the subject of the action is situated in this judicial district.

CASE NO. 3:24-cv-02800

² See https://tonic.to/faq.thm.

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in that the *in rem* claim set forth herein appears to arise out of the same series of transactions and/or occurrences and involve the same questions of law and/or fact. Specifically, for example, in the case of each of the Disputed Domain Names, a person and/or entity registered a domain name with the Tonga Registrar that incorporates one of Plaintiff's MDH® Trademarks (as defined below) in its entirety, either on its own or combined with a term that lacks distinctiveness and/or any identifying function, without Plaintiff's authorization or consent, and is using such Disputed Domain Name in connection with an adult entertainment website that prominently features the MDH® Trademarks—all of which is likely to create confusion among consumers.

Joinder of the Disputed Domain Names is proper pursuant to Fed. R. Civ. P. 20(a)(2)

FACTS COMMON TO ALL COUNTS

A. Plaintiff and the MDH® Trademarks

- 12. Plaintiff and its affiliated entities operate and/or own many well-known adult entertainment websites, including the website located at the domain name <mydirtyhobby.com> (the "MDH Website"), which was first registered by Plaintiff's predecessor-in-interest on or about April 28, 2006.
- 13. For many years, Plaintiff and its affiliated entities, and their predecessors-in-interest, have owned and used the name MY DIRTY HOBBY® and the abbreviation MDH® in plain text and stylized form (collectively, the "MDH® Trademarks") in commerce in the United States and numerous jurisdictions around the world in connection with adult entertainment content and websites, including the MDH Website.
- 14. Through years of extensive use and promotion, Plaintiff and its affiliated entities, and their predecessors-in-interest, have developed substantial goodwill in the MDH® Trademarks: the relevant consuming public readily identifies the MDH® Trademarks as being associated with high-quality adult entertainment content and websites.
- 15. Plaintiff owns multiple trademark registrations for the MDH® Trademarks around the world, including in the United States. Plaintiff's most pertinent registrations for the MDH® Trademarks in the United States (collectively, the "Registrations") are identified in the chart below.

Attached hereto as **Exhibit B** are true and correct copies of the certificates issued by the United States Patent and Trademark Office for such Registrations.

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3	Trademark	Reg. No./Date	Relevant Goods and/or Services
4	MY DIRTY HOBBY	No. 4,630,491 Nov. 4, 2014	<u>Class 38:</u> Video-on-demand transmission services; electronic, electric and digital transmission of voice, data and images, all
5			in the field of adult entertainment
6	MY DIRTY HOBBY	No. 6,269,400 Feb. 26, 2021	<u>Class 38:</u> Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of
7	(stylized)	,	texts, electronic documents, videos and voice data and images
8			all in the field of adult entertainment; broadcasting services and provision of telecommunication access to videos via the
9			internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums,
10			bulletin boards and chat rooms for transmission of messages among computer users; broadcasting being the transmission
11			and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live
12			videos accessible on the Internet via a webcam; transmission
13 14			and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the
15			Internet; arranging access to databases on the Internet; web messaging; providing user access to a website allowing users to
16			upload user-generated videos and photos for sharing with others for entertainment and retail purposes
17			<u>Class 41:</u> Entertainment services, namely, providing a website
18			featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via
19			a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts,
20			electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in
21			the field of adult entertainment; producing films and television
22			programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring
23			adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring
24			adult entertainment, included in this class
25			<u>Class 42:</u> Providing a website allowing users to download videos and photos in the field of adult entertainment
26	MY DIRTY HOBBY	No. 7.135.931 Aug, 15, 2023	Class 38: Video-on-demand transmission services; video
27	(stylized)	1145, 13, 2023	broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images
28			all in the field of adult entertainment; broadcasting services and provision of telecommunication access to video content

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CASE NO 3.24-cy-0280

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	Trademark	Reg. No./Date	Relevant Goods and/or Services
2			provided via a video-on-demand service via the internet; Internet broadcasting services, namely, broadcasting programs
3			via the internet; providing online discussion forums, online electronic bulletin boards and internet chat rooms for
4			transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic
5			documents, videos and voice data and images by means of the internet; transmission of live videos accessible on the Internet
7			via a webcam; transmission and distribution of texts, electronic
8			documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases
9			on the Internet; web messaging; providing user access to a website allowing users to upload user-generated videos and
10			photos for sharing with others for entertainment and retail purposes
11			<u>Class 41:</u> Entertainment services, namely, providing a website
12			featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via
13			a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts,
14			electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in
15			the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television
16			programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring
17 18			adult entertainment and other digital data carriers featuring adult entertainment, included in this class
			Class 42: Providing a website allowing users to download
19			videos and photos in the field of adult entertainment
20	MDH	No. 6,193,062 Nov. 10, 2020	<u>Class 38:</u> Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of
21			texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and
22			provision of telecommunication access to videos via the
23			internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums,
24			bulletin boards and chat rooms for transmission of messages among computer users; broadcasting being the transmission
25			and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live
26			videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and
27			voice data and images via a global computer network or the
28			Internet; arranging access to databases on the Internet; web

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Trademark	Reg. No./Date	Relevant Goods and/or Services
		messaging; providing user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes
		Class 41: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring adult entertainment, included in this class Class 42: Providing a website allowing users to download videos and photos in the field of adult entertainment

16. The Registrations for the MDH® Trademarks are valid and in full force and effect, and Registration No. 4,630,491 for MY DIRTY HOBBY® has become incontestable pursuant to 15 U.S.C. § 1065.

B. The Disputed Domain Names

- 17. Subsequent to the creation and development of the MDH Website and the well-known brand under the MDH® Trademarks, the Doe Defendants registered the Disputed Domain Names <mydirtyhobby.to>, <mdh.to>, and <watchmdh.to> and began using same for adult entertainment websites.
- 18. The Disputed Domain Names consist of and/or contain the exact trademarks owned and used by Plaintiff—particularly, MY DIRTY HOBBY® and MDH®—but with the top-level domain suffix ".to," which is the top-level domain pertaining to the Kingdom of Tonga, and one with the generic word "watch".
- 19. In addition, the websites located at the Disputed Domain Names prominently feature the MDH® Trademarks and distribute the same or similar adult entertainment content, including content under license and distributed via Plaintiff's MDH Website pursuant to Plaintiff's license agreements with third parties.

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Disputed Domain Names for the purpose of capitalizing upon and profiting from consumer recognition of Plaintiff's MDH® Trademarks and the popular MDH Website. This is further illustrated by the misleading statements on the websites at the Disputed Domain Names. For example, the website at the Disputed Domain Name <watchmdh.to> includes statements such as "Your #1 source for mydirtyhobby clips" and "MyDirtyHobby Streams in FULL HD."

21. Neither Plaintiff nor any of its affiliated entities or their predecessors have ever authorized consented or otherwise permitted Defendants to register the Disputed Domain Names.

Upon information and belief, Defendants intentionally have registered and/or use the

- authorized, consented, or otherwise permitted Defendants to register the Disputed Domain Names or use the MDH® Trademarks in any way.

 22. Defendants' illegal activities are conducted through the Disputed Domain Names,
- which constitute property located in this District because they are controlled by the Tonga Registrar, which as set forth above, is located in this Judicial District and has allowed the true registrants and owners of the Disputed Domain Names to remain hidden.

FIRST CAUSE OF ACTION

Violation of the Anti-Cybersquatting Consumer Protection Act (Section 43(d) of the Lanham Act, 15 U.S.C. §1125(d))

- 23. Plaintiff re-alleges and incorporates by reference the allegations in Paragraphs 1 through 22, as if set forth fully herein.
- 24. Plaintiff owns all right, title, and interest in and to the MDH® Trademarks, including the Registrations therefor.
- 25. Plaintiff's MDH® Trademarks are valid, protectable, and distinctive trademarks that Plaintiff and its affiliated entities, and their predecessors-in-interest, have used continuously in conjunction with adult entertainment websites, including the MDH Website, for many years. In addition, Plaintiff's Registration No. 4,630,491 for MY DIRTY HOBBY® has become incontestable pursuant to 15 U.S.C. § 1065.
- 26. Without Plaintiff's authorization or consent, and having knowledge of Plaintiff's prior rights in the MDH® Trademarks, the Disputed Domain Names incorporate Plaintiff's MDH® Trademarks in their entireties and are used in conjunction with adult entertainment websites which

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not only feature Plaintiff's MDH® Trademarks, but also offer the some of the same content that is available on Plaintiff's MDH Website.

- 27. Defendants' unauthorized use of the MDH® Trademarks and/or confusingly similar designations is likely to cause confusion, deception, and mistake by creating the false and misleading impression that Defendants' goods and/or services are manufactured, produced, distributed, endorsed, sponsored, approved, or otherwise affiliated with Plaintiff.
- 28. Defendants' actions complained of herein were intentional, willful, and malicious, and were undertaken with a deliberate bad faith intent to create consumer confusion, divert consumers from the actual MDH Website, and capitalize and profit from the goodwill associated with the Plaintiff's valuable MDH® Trademarks and the popular MDH Website.
- 29. Plaintiff is informed and believes, and that basis alleges, that as a proximate result of the unfair advantage accruing to Defendants from deceptively trading on Plaintiff's advertising, sales, and consumer recognition, Defendants have made substantial profits in amounts to be established according to proof. Moreover, as a proximate result of the unfair advantage accruing to Defendants from deceptively trading on Plaintiff's advertising, sales, and consumer recognition, Plaintiff has been substantially damaged.
- 30. Plaintiff is informed and believes, and that basis alleges, that unless restrained by the Court, Defendants will continue to infringe the Plaintiff's MDH® Trademarks, thereby engendering a multiplicity of judicial proceedings, and that financial compensation will not afford Plaintiff adequate relief for the damage to its trademarks in the public perception. Further, Plaintiff is informed and believes and thereon alleges that in the absence of injunctive relief, customers are likely to continue to be mistaken or deceived as to the true source, origin, sponsorship, and affiliation of Defendants and their infringing goods and services.
- 31. Plaintiff is informed and believes, and on that basis alleges, that Defendants' acts were committed, and continue to be committed, with actual notice of Plaintiff's exclusive rights and with an intent to cause confusion, to cause mistake, and/or to deceive, and cause injury to the reputation and goodwill associated with Plaintiff and Plaintiff's products and services.

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CASE NO. 3:24-cv-02800

EXHIBIT A





Domain Names

Root Zone Management Overview

Root Database

Root Servers

Reserved Domains

.INT Registry

.ARPA Registry

Hint and Zone Files Change Requests

Instructions & Guides

IDN Practices Repository Root Key Signing Key (DNSSEC)

Overview

Delegation Record for .TO

(Country-code top-level domain)

ccTLD Manager

Government of the Kingdom of Tonga H.R.H. Crown Prince Tupouto'a c/o Consulate of Tonga 1350 Bayshore Hwy Suite 610 Burlingame CA 94010

Administrative Contact

United States of America (the)

Eric Gullichsen

Government of the Kingdom of Tonga H.R.H. Crown Prince Tupouto'a c/o Consulate of Tonga 1350 Bayshore Hwy

Suite 610

Burlingame CA 94010 United States of America (the)

Email: egullich@colo.to Voice: +1 415 462 3014 Fax: +1 415 789 0522

Technical Contact

Eric Gullichsen

Government of the Kingdom of Tonga H.R.H. Crown Prince Tupouto'a c/o Consulate of Tonga 1350 Bayshore Hwy

Suite 610

Burlingame CA 94010 United States of America (the)

Email: egullich@colo.to Voice: +1 415 462 3014 Fax: +1 415 789 0522

Name Servers

HOST NAME	IP ADDRESS(ES)
cd5.tonic.to	185.136.96.197
cd6.tonic.to	185.136.97.197
cd7.tonic.to	185.136.98.197
cd8.tonic.to	185.136.99.197
frankfurt.tonic.to	46.101.233.168
helsinki.tonic.to	95.216.159.42
newyork.tonic.to	162.243.211.202
singapore.tonic.to	188.166.187.0
sydney.tonic.to	104.156.232.193
tonic.to	149.28.204.240

Registry Information

URL for registration services: http://www.tonic.to/

WHOIS Server: whois.tonic.to

Record last updated 2023-08-16. Registration date 1995-12-18.

Number Resources Abuse Information

Protocols Protocol Registries Time Zone Database

About Us Performance Reports Reviews Excellence Contact Us

The IANA functions coordinate the Internet's globally unique identifiers, and are provided by **Public Technical Identifiers**, an affiliate of **ICANN**.

Privacy Policy Terms of Service

EXHIBIT B



My Dirty Hobby

Reg. No. 4,630,491

Registered Nov. 4, 2014

Int. Cl.: 38

SERVICE MARK

PRINCIPAL REGISTER

 $\label{eq:mg_like} \mbox{MG LICENSING EUROPE S.A.R.L.} \ (\mbox{LUXEMBOURG S.A.R.L.})$

32 BOULEVARD ROYAL L-2449 LUXEMBOURG

LUXEMBOURG

FOR: VIDEO-ON-DEMAND TRANSMISSION SERVICES; ELECTRONIC, ELECTRIC AND DIGITAL TRANSMISSION OF VOICE, DATA AND IMAGES, ALL IN THE FIELD OF ADULT ENTERTAINMENT, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF INTERNATIONAL REGISTRATION 1207304 DATED 8-22-2013, EXPIRES 8-22-2023

SER. NO. 79-148,573, FILED 8-22-2013.

TASNEEM HUSSAIN, EXAMINING ATTORNEY





Case 4:24-cv-02800-JST Document 1 Filed 05/09/24 Page 16 of 35

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Mark: MY DIRTY HOBBY

My Dirty Hobby

US Serial Number: 79148573 Application Filing Aug. 22, 2013

Date:

US Registration 4630491 Registration Date: Nov. 04, 2014

Number:

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Section 71 declaration has been accepted.

Status Date: Feb. 18, 2020 Publication Date: Aug. 19, 2014

Mark Information

Mark Literal MY DIRTY HOBBY

Elements:

Standard Character Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Claim:

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Related Properties Information

International 1207304 Registration

Number:

International Aug. 22, 2013

Registration Date:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

• Brackets [..] indicate deleted goods/services;

• Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

Asterisks *..* identify additional (new) wording in the goods/services.

For: Video-on-demand transmission services; electronic, electric and digital transmission of voice, data and images, all in the field of adult

entertainment

International 038 - Primary Class U.S Class(es): 100, 101, 104

Class(es):

Class Status: ACTIVE

Basis: 66(a)

Basis Information (Case Level)

Filed Use:NoCurrently Use:NoFiled ITU:NoCurrently ITU:NoFiled 44D:NoCurrently 44D:NoFiled 44E:NoCurrently 44E:NoFiled 66A:YesCurrently 66A:YesFiled No Basis:NoCurrently No Basis:No

Current Owner(s) Information

Owner Name: Licensing IP International S.A R.L.

Owner Address: 32 boulevard Royal L-2449 Luxembourg LUXEMBOURG

Legal Entity Type: S.A.R.L. State or Country The data cannot be loaded

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Docket Number: 43277-00660

Correspondent

Correspondent Alesha M. Dominique

Name/Address: MITCHELL SILBERBERG & KNUPP LLP

2049 Century Park East

18th Floor

LOS ANGELES, CALIFORNIA UNITED STATES 90067

Correspondent e- Trademark@msk.com

mail:

Correspondent e- Yes mail Authorized:

Domestic Representative - Not Found

Prosecution History

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Date	Description	Proceeding Number
Jan. 12, 2024	NEW REPRESENTATIVE AT IB RECEIVED	
Nov. 04, 2023	COURTESY REMINDER - SEC. 71 (10-YR) E-MAILED	
Jun. 23, 2023	INTERNATIONAL REGISTRATION RENEWED	
May 22, 2022	CHANGE OF OWNER RECEIVED FROM IB	
Apr. 16, 2021	NEW REPRESENTATIVE AT IB RECEIVED	
Nov. 27, 2020	NEW REPRESENTATIVE AT IB RECEIVED	
Oct. 30, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Oct. 30, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 30, 2020	TEAS CHANGE OF DOMESTIC REPRESENTATIVES ADDRESS	
Oct. 30, 2020	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Oct. 30, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 30, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 30, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 18, 2020	NOTICE OF ACCEPTANCE OF SEC. 71 - E-MAILED	
Feb. 18, 2020	SEC. 15 ACKNOWLEDGEMENT - E-MAILED	
Feb. 18, 2020	REGISTERED - SEC. 15 ACKNOWLEDGED	
Feb. 18, 2020	REGISTERED-SEC.71 ACCEPTED	
Feb. 06, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Dec. 23, 2019	TEAS SECTION 71 RECEIVED	
Dec. 23, 2019	TEAS SECTION 15 RECEIVED	
Nov. 04, 2019	COURTESY REMINDER - SEC. 71 (6-YR) E-MAILED	
Feb. 21, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 17, 2017	NEW REPRESENTATIVE AT IB RECEIVED	
Feb. 13, 2015	NOTIFICATION PROCESSED BY IB	
Jan. 26, 2015	FINAL DISPOSITION NOTICE SENT TO IB	
Jan. 26, 2015	FINAL DISPOSITION PROCESSED	
Dec. 04, 2014	GRANT OF PROTECTION CREATED, TO BE SENT TO IB	
Nov. 13, 2014	NEW REPRESENTATIVE AT IB RECEIVED	
Nov. 04, 2014	REGISTERED-PRINCIPAL REGISTER	
Sep. 18, 2014	CHANGE OF NAME/ADDRESS REC'D FROM IB	
Aug. 19, 2014	PUBLISHED FOR OPPOSITION	

Jul. 30, 2014	NOTICE OF PUBLICATION
Jul. 15, 2014	APPLICATION FILING RECEIPT MAILED
Jul. 14, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER
Jul. 10, 2014	ASSIGNED TO EXAMINER
Jul. 10, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Jul. 07, 2014	LIMITATION FROM ORIGINAL APPLICATION ENTERED
Jul. 03, 2014	SN ASSIGNED FOR SECT 66A APPL FROM IB

International Registration Information (Section 66a)

International 1207304 International Aug. 22, 2013

Registration Date:

Number:

Intl. Registration REQUEST FOR EXTENSION OF PROTECTION

Status: PROCESSED

Date of Jul. 03, 2014

International Registration Status:

Notification of Jul. 03, 2014 Date of Automatic Jan. 03, 2016

Designation Date: Protection:

International Aug. 22, 2033 Registration Renewal Date:

First Refusal Flag: No

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 118 Date in Location: Feb. 18, 2020

Assignment Abstract Of Title Information

Summary

Total Assignments: 2 Registrant: MG Licensing Europe S.A.R.L.

Assignment 1 of 2

Conveyance: CHANGE OF NAME

Date Recorded: Sep. 18, 2014

Supporting assignment-tm-5532-0673.pdf

Documents:

Assignor

Name: MANWIN LICENSING EUROPE S.A.R.L. Execution Date: Apr. 28, 2014

Legal Entity Type: UNKNOWN State or Country NOT PROVIDED

Where Organized:

Assignee

Name: MG LICENSING EUROPE S.A.R.L.

Legal Entity Type: UNKNOWN State or Country NOT PROVIDED

Where Organized:

Address: 32 BOULEVARD ROYAL

L-2449 LUXEMBOURG, LUXEMBOURG

Correspondent

Correspondent MG LICENSING EUROPE S.A.R.L.

Name:

Correspondent 32 BOULEVARD ROYAL

Address: L-2449 LUXEMBOURG

LUXEMBOURG

Domestic Representative - Not Found

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 7717/0096 Pages: 2

Date Recorded: May 19, 2022

Supporting assignment-tm-7717-0096.pdf

Documents:

Assignor

Name: MG LICENSING EUROPE S.A.R.L. Execution Date: May 03, 2022 Legal Entity Type: UNKNOWN

State or Country NOT PROVIDED

Where Organized:

Assignee

Name: LICENSING IP INTERNATIONAL S.A R.L.

Legal Entity Type: S.A.R.L. State or Country NOT PROVIDED

Where Organized:

Address: 32 BOULEVARD ROYAL

L-2449 LUXEMBOURG, LUXEMBOURG

Correspondent

Correspondent LICENSING IP INTERNATIONAL S.A R.L.

Name:

Correspondent 32 BOULEVARD ROYAL Address: L-2449 LUXEMBOURG

LUXEMBOURG

Domestic Representative - Not Found

United States of America United States Patent and Trademark Office



Reg. No. 6,269,400 Registered Feb. 16, 2021 Int. Cl.: 35, 38, 41, 42 Service Mark Principal Register

MG Licensing Europe S.A.R.L. (LUXEMBOURG LIMITED LIABILITY COMPANY)
32 Boulevard Royal
Luxembourg, LUXEMBOURG L-2449

CLASS 35: Retail store services featuring CDs, DVDs and digital optical storage media containing movies; online retail store services and retail store services featuring gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing sexual arousal, enjoyment and response, mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection; online retail store services and retail store services featuring software for network protection, privacy protection, data compression, and data leakage prevention, and magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organizers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, bags, cases, skins and hides, umbrellas, parasols; online retail store services and retail store services featuring walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, mugs, bottles, porcelain wares, cups, dishware, earthenware, towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, clothing, shoes, hats, caps, sandals, belts, boots, footwear, headwear, clothing patches, patches, pins, hair ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, playing cards, cards; online retail store services and retail store services featuring video game machines for use with television, parlor games, games, electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes; online advertising in the field of adult entertainment

CLASS 38: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to videos via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, bulletin boards and chat rooms for transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging; providing



Om Hulflel

Performing the Functions and Duties of the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office



user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes

CLASS 41: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring adult entertainment, included in this class

CLASS 42: Providing a website allowing users to download videos and photos in the field of adult entertainment

The color(s) black, red, and white is/are claimed as a feature of the mark.

PRIORITY CLAIMED UNDER SEC. 44(D) ON EUROPEAN UNION APPLICATION NO. 018147940, FILED 11-06-2019, REG. NO. 018147940, DATED 05-22-2020, EXPIRES 06-11-2029

The mark consists of the stylized wording "MY DIRTY HOBBY" and design. The wording "MY" and "HOBBY" are black. The word "DIRTY" is white on a red stylized background. Other than as described, the color white represents background, outlining, shading, and/or transparent areas and is not part of the mark.

SER. NO. 88-690,121, FILED 11-12-2019

Page: 2 of 3 / RN # 6269400

Generated on: This page was generated by TSDR on 2024-04-24 15:20:58 EDT

Mark: MY DIRTY HOBBY



US Serial Number: 88690121 Application Filing Nov. 12, 2019

Date:

US Registration 6269400 Registration Date: Feb. 16, 2021

Number:

Filed as TEAS RF: Yes Currently TEAS RF: Yes

Register: Principal Mark Type: Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 16, 2021 Publication Date: Dec. 01, 2020

Mark Information

Mark Literal MY DIRTY HOBBY

Elements:

Standard Character No

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)

Description of The mark consists of the stylized wording "MY DIRTY HOBBY" and design. The wording "MY" and "HOBBY" are black. The word

Mark: "DIRTY" is white on a red stylized background. Other than as described, the color white represents background, outlining, shading,

and/or transparent areas and is not part of the mark.

Color Drawing: Yes

Color(s) Claimed: The color(s) black, red, and white is/are claimed as a feature of the mark.

Design Search 26.11.21 - Rectangles that are completely or partially shaded

Code(s): 26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)

Foreign Information

Priority Claimed: Yes

Foreign 018147940 Foreign Nov. 06, 2019

Application Application Filing Number: Date:

Foreign 018147940 Foreign May 22, 2020

Registration Date: Registration Number:

Foreign EUROPEAN UNION

Foreign Expiration Nov. 06, 2029 Date:

Application/Registration Country:

Goods and Services

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Retail store services featuring CDs, DVDs and digital optical storage media containing movies; online retail store services and retail store services featuring gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing

sexual arousal, enjoyment and response, mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection; online retail store services and retail store services featuring software for network protection, privacy protection, data compression, and data leakage prevention, and magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organizers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, bags, cases, skins and hides, umbrellas, parasols; online retail store services and retail store services featuring walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, mugs, bottles, porcelain wares, cups, dishware, earthenware, towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, clothing, shoes, hats, caps, sandals, belts, boots, footwear, headwear, clothing patches, patches, pins, hair ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, playing cards, cards; online retail store services and retail store services featuring video game machines for use with television, parlor games, games, electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes; online advertising in the field of adult entertainment

U.S Class(es): 100, 101, 102

U.S Class(es): 100, 101, 104

U.S Class(es): 100, 101, 107

International 035 - Primary Class

Class(es):

Class Status: ACTIVE **Basis:** 44(e)

> For: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to videos via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, bulletin boards and chat rooms for transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging; providing user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes

International 038 - Primary Class

Class(es):

Class Status: ACTIVE Basis: 44(e)

> For: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring

adult entertainment and other digital data carriers featuring adult entertainment, included in this class

International 041 - Primary Class

Class(es):

Class Status: ACTIVE **Basis:** 44(e)

For: Providing a website allowing users to download videos and photos in the field of adult entertainment

International 042 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE Basis: 44(e)

Basis Information (Case Level)

Filed Use: No Currently Use: No Filed ITU: Yes Currently ITU: No Filed 44D: Yes Currently 44D: No Filed 44E: No Currently 44E: Yes Filed 66A: No Currently 66A: No Filed No Basis: No Currently No Basis: No

Current Owner(s) Information

Owner Name: LICENSING IP INTERNATIONAL S.A R.L.

Owner Address: 32 BOULEVARD ROYAL

LUXEMBOURG LUXEMBOURG L-2449

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country LUXEMBOURG

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Alesha M. Dominique **Docket Number:** 43277-00928 Attorney Primary Trademark@msk.com Attorney Email Yes

Correspondent

Authorized:

Correspondent Alesha M. Dominique

Name/Address: MITCHELL SILBERBERG & KNUPP LLP

2049 CENTURY PARK EAST

18TH FLOOR

LOS ANGELES, CALIFORNIA UNITED STATES 90067

Phone: 310-312-2000 Fax: 310-312-3100

Correspondent e- Trademark@msk.com Correspondent e- Yes mail: mail Authorized:

Domestic Representative

Phone: 310-312-2000 Domestic Alesha M. Dominique

Representative

Email Address:

Name:

 ${\color{red} \textbf{\ Domestic}} \ \ {\color{red} \underline{Trademark@msk.com}}$ Domestic Yes Representative e-Representative email: mail Authorized:

Prosecution History

Date	Description	Proceeding Number
Apr. 13, 2022	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 05, 2021	CORRECTION UNDER SECTION 7 - PROCESSED	
Oct. 27, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Apr. 27, 2021	TEAS SECTION 7 REQUEST RECEIVED	
Feb. 16, 2021	REGISTERED-PRINCIPAL REGISTER	
Dec. 01, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 01, 2020	PUBLISHED FOR OPPOSITION	
Nov. 11, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 27, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 24, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	
Oct. 23, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 23, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 22, 2020	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Oct. 22, 2020	NON-FINAL ACTION E-MAILED	
Oct. 22, 2020	NON-FINAL ACTION WRITTEN	
Oct. 16, 2020	HIDDEN SENSITIVE CONTENT	
Oct. 01, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	
Oct. 01, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 24, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 02, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Jul. 02, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 02, 2020	TEAS CHANGE OF DOMESTIC REPRESENTATIVES ADDRESS	
Jul. 02, 2020	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jul. 02, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 02, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 02, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 25, 2020	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Mar. 25, 2020	NON-FINAL ACTION E-MAILED	
Mar. 25, 2020	NON-FINAL ACTION WRITTEN	
Mar. 17, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	
Mar. 17, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	
		24

Mar. 17, 2020	ASSIGNED TO LIE
Mar. 10, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED
Feb. 19, 2020	NOTIFICATION OF NON-FINAL ACTION E-MAILED
Feb. 19, 2020	NON-FINAL ACTION E-MAILED
Feb. 19, 2020	NON-FINAL ACTION WRITTEN
Feb. 14, 2020	ASSIGNED TO EXAMINER
Nov. 20, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED
Nov. 19, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Nov. 15, 2019	NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 114 Date in Location: Nov. 05, 2021

Assignment Abstract Of Title Information

Summary

Total Assignments: 1 Registrant: MG Licensing Europe S.A.R.L.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: <u>7677/0354</u> Pages: 12

Date Recorded: Mar. 31, 2022

Supporting assignment-tm-7677-0354.pdf

Documents:

Assignor

 Name:
 MG LICENSING EUROPE S.A.R.L.
 Execution Date:
 Dec. 28, 2021

 Legal Entity Type:
 LIMITED LIABILITY COMPANY
 State or Country
 LUXEMBOURG

Where Organized:

Assignee

Name: LICENSING IP INTERNATIONAL S.A R.L.

Legal Entity Type: LIMITED LIABILITY COMPANY State or Country LUXEMBOURG

Where Organized:

Address: 32 BOULEVARD ROYAL

LUXEMBOURG, LUXEMBOURG L-2449

Correspondent

Correspondent FRÉDÉRIQUE GILLESPIE

Name:

Correspondent ROBIC LLP

Address: 20-630 BOUL RENE-LEVESQUE W

MONTREAL, PQC H3B 1S6

Domestic Representative

Domestic MITCHELL SILBERBERG & KNUPP LLP

Representative Name:

Domestic 2049 CENTURY PARK EAST, 18TH FLOOR

Representative C/O ALESHA M. DOMINIQUE Address: LOS ANGELES, CA 90067

United States of America United States Patent and Trademark Office



Reg. No. 7,135,931

Registered Aug. 15, 2023

Int. Cl.: 25, 35, 38, 41, 42

Service Mark

Trademark

Principal Register

Licensing IP International S.Ã r.l. (LUXEMBOURG LIMITED LIABILITY COMPANY)

32 Royal Boulevard

Luxemburg, LUXEMBOURG L-2449

CLASS 25: Clothing, namely, shorts, hooded sweatshirts, sweaters, tank tops, flip-flops, lingerie, swimwear, shirts, jackets, tops, sweat shirts, face masks being headwear, neck gaiters, caps; Footwear; Headwear; Hoodies, tanks, t-shirts, sweat pants, shorts; hats

CLASS 35: Online retail store services featuring gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing sexual arousal, enjoyment and response, mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection; online retail store services and retail store services featuring software for network protection, privacy protection, data compression, and data leakage prevention, and magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organizers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, bags, cases, skins and hides, umbrellas, parasols; online retail store services and retail store services featuring walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, mugs, bottles, porcelain wares, cups, dishware, earthenware, towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, clothing, face masks, neck gaiters, shoes, hats, caps, sandals, belts, boots, footwear, headwear, clothing patches, patches, pins, hair ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, playing cards, cards; online retail store services and retail store services featuring video game machines for use with television, parlor games, games, electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes; online advertising in the field of adult entertainment

CLASS 38: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to video content provided via a video-on-demand service via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, online electronic bulletin boards and internet chat rooms for transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice

Katherine Kelly Vidal

Director of the United States Patent and Trademark Office



data and images by means of the internet; transmission of live videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging; providing user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes

CLASS 41: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring adult entertainment, included in this class

CLASS 42: Providing a website allowing users to download videos and photos in the field of adult entertainment

PRIORITY CLAIMED UNDER SEC. 44(D) ON EUROPEAN UNION APPLICATION NO. 018651642, FILED 02-09-2022, REG. NO. 018651642, DATED 06-10-2022, EXPIRES 02-09-2032

The mark consists of the literal elements: "MY", "HOBBY" and "DIRTY" within a dialogue ballon.

SER. NO. 97-275,015, FILED 02-18-2022

Page: 2 of 3 / RN # 7135931

Generated on: This page was generated by TSDR on 2024-04-24 15:22:55 EDT

Mark: MY DIRTY HOBBY

US Serial Number: 97275015 Application Filing Feb. 18, 2022

Date:

US Registration 7135931 Registration Date: Aug. 15, 2023

Number:

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 15, 2023 Publication Date: May 30, 2023

Mark Information

Mark Literal MY DIRTY HOBBY

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)

Description of The mark consists of the literal elements: "MY", "HOBBY" and "DIRTY" within a dialogue ballon.

Mark:

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search 01.15.17 - Balloons, thought or speech; Clouds, thought or speech; Thought or speech clouds

Foreign Information

Priority Claimed: Yes

Foreign 018651642 Foreign Feb. 09, 2022

Application **Application Filing** Number: Date:

Foreign 018651642 Foreign Jun. 10, 2022

Registration Registration Date: Number:

Foreign EUROPEAN UNION Foreign Expiration Feb. 09, 2032

Application/Registration

Country:

Goods and Services

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Clothing, namely, shorts, hooded sweatshirts, sweaters, tank tops, flip-flops, lingerie, swimwear, shirts, jackets, tops, sweat shirts, face masks being headwear, neck gaiters, caps; Footwear; Headwear; Hoodies, tanks, t-shirts, sweat pants, shorts; hats

International 025 - Primary Class U.S Class(es): 022, 039

Class(es):

Class Status: ACTIVE

Basis: 44(e)

For: Online retail store services featuring gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing sexual arousal, enjoyment and response, mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection; online retail store services and retail store services featuring software for network protection, privacy protection, data compression, and data leakage prevention, and magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organizers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, bags, cases, skins and hides, umbrellas, parasols; online retail store services and retail store services featuring walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, mugs, bottles, porcelain wares, cups, dishware, earthenware, towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, clothing, face masks, neck gaiters, shoes, hats, caps, sandals, belts, boots, footwear, headwear, clothing patches, patches, pins, hair ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, playing cards, cards; online retail store services and retail store services featuring video game machines for use with television, parlor games, games, electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes; online advertising in the field of adult entertainment

International 035 - Primary Class

U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE Basis: 44(e)

> For: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to video content provided via a video-on-demand service via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, online electronic bulletin boards and internet chat rooms for transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging; providing user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes

International 038 - Primary Class

Class(es):

Class Status: ACTIVE **Basis:** 44(e)

> For: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring adult entertainment, included in this class

International 041 - Primary Class

U.S Class(es): 100, 101, 107

U.S Class(es): 100, 101

U.S Class(es): 100, 101, 104

Class(es):

Class Status: ACTIVE **Basis:** 44(e)

For: Providing a website allowing users to download videos and photos in the field of adult entertainment

International 042 - Primary Class

Class(es):

Class Status: ACTIVE Basis: 44(e)

Basis Information (Case Level)

Filed Use: No Currently Use: No Filed ITU: Yes Currently ITU: No Filed 44D: Yes Currently 44D: No Filed 44E: No Currently 44E: Yes Filed 66A: No. Currently 66A: No Filed No Basis: No Currently No Basis: No

Current Owner(s) Information

Owner Name: Licensing IP International S.Ã r.l.

Owner Address: 32 Royal Boulevard

Luxemburg LUXEMBOURG L-2449

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country LUXEMBOURG

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Marissa B. Lewis Docket Number: 43277-01001

Attorney Primary Email Address: Authorized: Attorney Email Address: Authorized:

Correspondent

Correspondent Marissa B. Lewis

Name/Address: MITCHELL SILBERBERG & KNUPP LLP

437 Madison Ave., 25th Floor

New York, NEW YORK UNITED STATES 10022

Phone: 212.509.3900

Correspondent e- Trademark@msk.com Correspondent e- Yes mail: mail Authorized:

man Addionize

 Domestic Marissa B. Lewis Domestic Representative

& Phone: 212.509.3900

Representative Name:

 Domestic
 Trademark@msk.com
 Domestic
 Yes

 Representative e Representative e

mail:

Prosecution History

mail Authorized:

Date	Description	Proceeding Number
Aug. 15, 2023	NOTICE OF REGISTRATION CONFIRMATION EMAILED	
Aug. 15, 2023	REGISTERED-PRINCIPAL REGISTER	
May 30, 2023	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 30, 2023	PUBLISHED FOR OPPOSITION	
May 10, 2023	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 24, 2023	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 21, 2023	TEAS/EMAIL CORRESPONDENCE ENTERED	
Apr. 21, 2023	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 20, 2023	ASSIGNED TO LIE	
Jan. 23, 2023	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 29, 2022	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Nov. 29, 2022	NON-FINAL ACTION E-MAILED	
Nov. 29, 2022	NON-FINAL ACTION WRITTEN	
Nov. 28, 2022	ASSIGNED TO EXAMINER	
Jul. 05, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 05, 2022	TEAS CHANGE OF DOMESTIC REPRESENTATIVES ADDRESS	
Jul. 05, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jul. 05, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 05, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 25, 2022	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Feb. 24, 2022	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Feb. 22, 2022	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Aug. 15, 2023

United States of America United States Patent and Trademark Office

MDH

Reg. No. 6,193,062 Registered Nov. 10, 2020 Int. Cl.: 35, 38, 41, 42 Service Mark

Principal Register

MG Licensing Europe S.A.R.L. (LUXEMBOURG LIMITED LIABILITY COMPANY) 32 Boulevard Royal Luxembourg, LUXEMBOURG L-2449

CLASS 35: Retail store services featuring CDs, DVDs and digital optical storage media containing movies; online retail store services and retail store services featuring gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing sexual arousal, enjoyment and response, mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection; online retail store services and retail store services featuring magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organizers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, bags, cases, skins and hides, umbrellas, parasols; online retail store services and retail store services featuring walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, mugs, bottles, porcelain wares, cups, dishware, earthenware, towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, clothing, shoes, hats, caps, sandals, belts, boots, footwear, headwear, clothing patches, patches, pins, hair ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, playing cards, cards; online retail store services and retail store services featuring video game machines for use with television, parlor games, games, electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes; online advertising in the field of adult entertainment

CLASS 38: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to videos via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, bulletin boards and chat rooms for transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging; providing user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes

CLASS 41: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via



Director of the United States
Patent and Trademark Office



a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring adult entertainment, included in this class

CLASS 42: Providing a website allowing users to download videos and photos in the field of adult entertainment

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY CLAIMED UNDER SEC. 44(D) ON EUROPEAN UNION APPLICATION NO. 018146992, FILED 11-06-2019, REG. NO. 018146992, DATED 05-22-2020, EXPIRES 11-06-2029

SER. NO. 88-692,988, FILED 11-14-2019

Page: 2 of 3 / RN # 6193062

Generated on: This page was generated by TSDR on 2024-04-24 15:28:17 EDT

MDH

US Serial Number: 88692988 Application Filing Nov. 14, 2019

Date:

US Registration 6193062 Registration Date: Nov. 10, 2020

Number:

Filed as TEAS RF: Yes Currently TEAS RF: Yes

Register: Principal Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 10, 2020 Publication Date: Aug. 25, 2020

Mark Information

Mark Literal MDH Elements:

Standard Character Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Foreign Information

Priority Claimed: Yes

Foreign 018146992 Foreign Nov. 06, 2019

Application Application Filing Number: Date:

Foreign 018146992 Foreign May 22, 2020

Registration Registration Date:

Number:

Foreign EUROPEAN UNION Foreign Expiration Nov. 06, 2029

Application/Registration

Country:

Goods and Services

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Retail store services featuring CDs, DVDs and digital optical storage media containing movies; online retail store services and retail store services featuring gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing sexual arousal, enjoyment and response, mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection; online retail store services and retail store services featuring magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organizers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, bags, cases, skins and hides, umbrellas, parasols; online retail store services and retail store services featuring walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, mugs, bottles, porcelain wares, cups, dishware, earthenware, towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, clothing, shoes, hats, caps, sandals, belts, boots, footwear, headwear, clothing patches, patches, pins, hair

ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, playing cards, cards; online retail store services and retail store services featuring video game machines for use with television, parlor games, games, electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes; online advertising in the field of adult entertainment

U.S Class(es): 100, 101, 102

International 035 - Primary Class

Class(es):

Class Status: ACTIVE Basis: 44(e)

> For: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to videos via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, bulletin boards and chat rooms for transmission of messages among computer users; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice data and images by means of the internet; transmission of live videos accessible on the Internet via a webcam; transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging; providing user access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes

International 038 - Primary Class U.S Class(es): 100, 101, 104

Class(es):

Class Status: ACTIVE Basis: 44(e)

> For: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring non-downloadable texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programs and transmissions in the nature of films and television programs, CDs featuring adult entertainment, DVDs featuring adult entertainment, digital optical storage media featuring adult entertainment and other digital data carriers featuring adult entertainment, included in this class

> > U.S Class(es): 100, 101, 107

International 041 - Primary Class

Class(es):

Class Status: ACTIVE Basis: 44(e)

For: Providing a website allowing users to download videos and photos in the field of adult entertainment

International 042 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE Basis: 44(e)

Basis Information (Case Level)

Filed Use: No Currently Use: No Filed ITU: Yes Currently ITU: No Filed 44D: Yes Currently 44D: No Filed 44E: No Currently 44E: Yes Filed 66A: No Currently 66A: No Filed No Basis: No Currently No Basis: No

Current Owner(s) Information

Owner Name: LICENSING IP INTERNATIONAL S.A R.L.

Owner Address: 32 BOULEVARD ROYAL

LUXEMBOURG LUXEMBOURG L-2449

Legal Entity Type: LIMITED LIABILITY COMPANY State or Country LUXEMBOURG

Where Organized:

Attorney/Correspondence Information

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Correspondent

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mail:

Correspondent e- Yes mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 13, 2022	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 10, 2020	REGISTERED-PRINCIPAL REGISTER	
Oct. 30, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Oct. 30, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 30, 2020	TEAS WITHDRAWAL AS DOMESTIC REPRESENTATIVE RECEIVED	
Oct. 30, 2020	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Oct. 30, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 30, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 30, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 25, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 25, 2020	PUBLISHED FOR OPPOSITION	
Aug. 05, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 21, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 21, 2020	EXAMINER'S AMENDMENT ENTERED	
Jul. 21, 2020	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Jul. 21, 2020	EXAMINERS AMENDMENT E-MAILED	
Jul. 21, 2020	EXAMINERS AMENDMENT -WRITTEN	
Jul. 08, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	
Jul. 08, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 06, 2020	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Mar. 25, 2020	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	
Mar. 25, 2020	LETTER OF SUSPENSION E-MAILED	
Mar. 25, 2020	SUSPENSION LETTER WRITTEN	
Mar. 17, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	
Mar. 17, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 17, 2020	ASSIGNED TO LIE	
Mar. 10, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 19, 2020	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Feb. 19, 2020	NON-FINAL ACTION E-MAILED	
Feb. 19, 2020	NON-FINAL ACTION WRITTEN	
Feb. 14, 2020	ASSIGNED TO EXAMINER	
Nov. 21, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Nov. 18, 2019	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Nov. 10, 2020

Assignment Abstract Of Title Information

Summary